

Entrepreneurship Syllabus

2017-2018

Teacher: Mrs. Jessica Hendrix **Email Address:** hendrixj@genevacoboe.org **Planning** 4th Period
Office Availability: Daily at 7:30 a.m.

Course Description:

Entrepreneurship is a one-credit course designed to provide students with skills needed to effectively organize, develop, create, and manage a business. This course includes business management and entrepreneurship, communication and interpersonal skills, economics, and professional development foundations.

Instructional strategies may include the development of a business plan, a school-based enterprise, computer and technology applications, real and simulated occupational experiences, or projects related to business ownership.

Career and technical student organizations are integral, co-curricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

SUPPLIES, COURSE FEE, & CTSO DUES: There is a course fee for Business Technology Applications. These funds are used to supply the student with most of the necessary materials for the course (printer paper, printer cartridges, folders, etc.). Students will need to provide a 3 ring binder with paper and pen (blue or black) for notes in class. If you have not paid the class fee, please send a check made payable to Geneva County High School. The club dues for FBLA are also due at the beginning of the school year. This should be a separate check or cash payment.

Course Fee: \$20 FBLA Dues: \$12

Prerequisite(s)

Completion of Career Preparedness

Available Industry Credential(s)

None

Course Outline

1. Should You Become an Entrepreneur?
 - a. Entrepreneurship: Present & Past
 - b. Is Entrepreneurship Right for You
 - c. Identify Business Opportunities & Set Goals
2. What Skills Do Entrepreneurs Need
 - a. Communication Skills
 - b. Math Skills
 - c. Problem Solving Skills
3. Entrepreneurs in a Market Economy
 - a. What is an Economy
 - b. The Concept of Cost
 - c. Government in a Market Economy
4. Select a Type of Ownership
 - a. Run an Existing Business
 - b. Own a Franchise or Start a Business
 - c. Choose the Legal Form of Your Business
5. Develop a Business Plan
 - a. Why Do You Need a Business Plan
 - b. What Goes into a Business Plan
 - c. Create an Effective Business Plan
6. Identify and Meet a Market Need
 - a. The Value of Market Research
 - b. How to Perform Market Research

- c. Identify Your Competition
7. Finance, Protect, and Insure Your Business
 - a. Put Together a Financial Plan
 - b. Obtain Financing for Your Business
 - c. Protect Your Business
8. Choose Your Location & Set Up for Business
 - a. Choose a Retail Business Location
 - b. Choose a Location for a Nonretail Business
 - c. Obtain Space and Design the Physical Layout
 - d. Purchase Equipment, Supplies, and Inventory
9. Market Your Business
 - a. The Marketing Mix
 - b. Product, Price, Distribution, Price, and Promotion
 - c. Set Marketing Goals
10. Hire and Manage a Staff
 - a. Hire Employees
 - b. Create a Compensation Package
 - c. Manage your Staff
11. Record-Keeping and Accounting
 - a. Set up a Record Keeping System
 - b. Understand Basic Accounting
 - c. Track Your Inventory
12. Financial Management
 - a. Manage your Cash Flow
 - b. Analyze Your Financial Performance
 - c. Hire Experts
13. Use Technology
 - a. Technology and Your Business
 - b. Learn about the Interest
 - c. Purchase Technology
14. Meet Your Legal, Ethical, & Social Obligations
 - a. Understand Your Legal Requirements
 - b. Ethical Issues in Business
 - c. Meet Your Social Responsibility

Instructional Delivery Plan

New concepts will be introduced and presented to students with use of the following but are not limited to: visual aids, instructor-led discussions, individual and small group problem solving, demonstration exercises, guest speakers, case studies, role play, simulations, and technology-based training through the computer and Internet. Individual and group projects will be completed to research, report, and analyze information and promote teamwork. Using various instructional delivery methods will require students to use their different learning styles to understand and grasp concepts being taught.

Student assessment will be based upon individual/team completion of class work, test of student knowledge of important concepts and demonstration of skills. Group work will be also given to enhance and encourage the involvement of team/collaborative effort. During this setting the teacher will act as facilitator.

Course Goals

Students will:

1. Evaluate social and civil responsibilities of business ownership.
2. Describe typical behavioral characteristics of an effective entrepreneur.
3. Critique a variety of business classifications, including retailers, wholesalers, servicers, and manufacturers, to determine potential business ventures.
4. Compare types of business ownership.

5. Determine technological needs of a small business, including hardware, software, networking, and telecommunications.
6. Explain risk factors that affect entrepreneurs, including financial, psychological, and physiological aspects.
7. Analyze national and international economic fluctuations to determine effect on business markets of interest.
8. Develop a business plan, including identifying an executive summary; conducting a marketing and competitive analysis report; and developing a marketing, management, and financial plan.
9. Analyze credit and collection policies to determine consumer credit plans.
10. Explain taxes associated with business ownership and employment, including local, state, and federal taxes.
11. Use mathematics skills to analyze profit and loss margins for a business.
12. Analyze government regulations to identify impact on business ownership.
13. Explain laws and regulations related to hiring and retaining employees.
14. Determine marketing functions needed for effective business ownership.
15. Interpret research data to determine market-driven problems faced by entrepreneurs
16. Determine career opportunities, responsibilities, and educational and credentialing requirements related to various entrepreneurship ventures.
17. Identify advantages and disadvantages of Internet entrepreneurial opportunities.

Essential Questions

- What's the difference between an inventor and an innovator?
- What is a venture?
- Who are entrepreneurs?
- What motivates entrepreneurs?
- Why are entrepreneurs risk-takers?
- How are entrepreneurs essential to the 21st century economy?
- Where do you find opportunities?
- What differentiates a legitimate business opportunity from a meritless opportunity?
- What kinds of risk arise with business opportunities?
- How can creative ideas become business opportunities?
- What is a market?
- What motivates a market?
- What is the longevity of a market?
- What market influences impact business?
- What constitutes a good business plan?
- What are benefits of preparing a business plan?
- How is a business plan used as a communication tool?
- How do resources help the entrepreneur?
- How do regulatory systems affect entrepreneurial ventures?
- Why are there different business structures?
- What is a business culture?
- What is ethical conduct?

Resources: Various websites, teacher-created handouts and exercises, Edmodo, Google Classroom

Assessment Procedures / Grading Scale

60% - Summative Assessment

There will be at least 6 summative assessment grades given during each 9-week grading period. This includes projects, tests, and writing assignments. Summative assessment grades will also be taken every two weeks based on students' attendance/time cards.

30% - In-Class Assignments

These grades will be earned at least two times each week. An assignment will be graded for either completeness or correctness.

10% - Homework

Late Work. If any student does not complete an assignment a "1" will be used as a placeholder in INow. The student has until the next test (or ten Days) to make up a missing or late assignment.

Future Business Leaders of America (FBLA) –Membership Dues \$12 (annual)

Participating in the Career Technical Student Organization (FBLA)

Attending meetings before school

Participating in various FBLA projects

Completing Classroom Assignments for Business Achievement Awards

Other Classroom Assignments

Major points for competing in Local, State, and National Competitions

Dress for Success

Students will be required to dress professionally for presentations, special events like mock interviews, business tours, and other activities where appropriate.

Dress Code Standards may be found on the FBLA National Website. <http://www.fbla-pbl.org/about-fbla/>

Students are also expected to dress according to school policy at all times.

Classroom Rules

1. BE ON TIME, on-task, & prepared to learn EVERYDAY
2. Keep all personal electronics PUT AWAY (this includes cell phones and ear buds)
3. BE RESPONSIBLE for your own learning
4. RESPECT the teacher; the classroom; other students
5. Trash goes in the trashcan! --#NOTYOURMAID

Discipline: Jacob's ladder will be the form of discipline to be used.

First Offense – Teacher gives the student a verbal warning

Second Offense – Teacher keeps the student in for detention or break. (Recess, before or after school Detention)

Third Offense – Teacher notifies parent of the student's behavior. Make sure that you document the notification.

Fourth Offense – Off referral, warning is given, or a more severe punishment dependent on the infraction.

Fifth Offense – An Option may also be given In-school-suspension or corporal punishment.

Sixth Offense – The student is given a choice of ISS or out of school suspension

Any **subsequent** offense will be handles on case-by-case basis.

**Entrepreneurship Syllabus Acknowledgement Form
2017-2018**

PLEASE SIGN AND RETURN

To: Teacher:

Mrs. Hendrix

I acknowledge by signing below that I have viewed a copy of the 2017-2018 Entrepreneur Syllabus.

Printed Name of Parent

Signature of Parent

Date

Printed Name of Student

Signature of Student

Date